

19465. Misbranding of Dr. Vernon's Anti-Flu. U. S. v. 48 Packages of Dr. Vernon's Anti-Flu. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 27674. I. S. No. 32236. S. No. 5704.)

Examination of a drug product, known as Dr. Vernon's Anti-Flu, from the shipment herein described disclosed no ingredient or combination of ingredients capable of producing the curative and therapeutic effects claimed for the article in the jar label and in an accompanying circular, the Secretary of Agriculture reported the matter to the United States attorney for the District of Colorado.

On January 23, 1932, the United States attorney filed in the District Court of the United States for the district aforesaid a libel praying seizure and condemnation of 48 packages of Dr. Vernon's Anti-Flu, remaining in the original unbroken packages at Trinidad, Colo., consigned by J. W. Vernon, Pasadena, Calif., alleging that the article had been shipped in interstate commerce from Pasadena, Calif., into the State of Colorado, on or about February 15, 1930, and charging misbranding in violation of the food and drugs act as amended.

Analysis of a sample of Dr. Vernon's Anti-Flu by this department showed that the article consisted of volatile oils (12 milliliters per 100 grams), including eucalyptus oil and camphor, incorporated in petrolatum.

It was alleged in the libel that the article was misbranded in that the following statements appearing in the labeling, regarding the curative or therapeutic effects of the said article, were false and fraudulent, since it contained no ingredient or combination of ingredients capable of producing the effects claimed: (Jar label) "Anti-Flu * * * Pneumonia, Croup, Influenza. * * * For Influenza Apply hot wet towel to Throat, Chest, Sides, Back between the shoulder blades for five minutes. Dry and rub Anti-Flu well in, until the skin is red, then rub on a thin coating and cover with hot flannel cloths. Leave clothing in loose funnel shape so that the vapors arising may be inhaled. Repeat treatment every hour until fever drops, then every four to eight hours. Pneumonia Use as for Influenza. Croup Same as above apply to throat and chest only. * * * Coughs, Sore Throat, Tonsillitis, Etc. Use as for Croup, swallow a piece size of pea occasionally. Catarrh, * * * Bronchitis, Whooping Cough, Asthma. Melt a little in a spoon, inhale vapors, apply to nostrils. Piles * * * Surface Inflammation;" (circular) "Specific or Anti-Flu * * * there is no * * * preparation, * * * so effective for the relief and cure of the conditions that it is recommended for, as is Anti-Flu. During the last epidemic of the Spanish Influenza I did not lose a case. I treated some very bad ones, * * * Anti-Flu is the nearest approach to a specific for this dreaded disease * * * I had no deaths, and, what I consider almost equally important, I had no invalids; no one case treated was left with any bad after-effects. Anti-Flu is equally as efficient in Pneumonia; in fact it was Pneumonia that this preparation first demonstrated its superiority. Our experience with the flu has just covered a few seasons, while we have treated Pneumonia for many years with absolute success. * * * it was on account of our success in the treatment of Pneumonia and La Grippe that we adopted much the same treatment with the 'flu' * * * Our wonderful success * * * For Croups * * * For coughs, deep colds, tonsillitis, and pleurisy it is most effective. In sore throat and hoarseness * * * In whooping cough, asthma and hay fever it gives relief and shortens the attacks but is not a cure for these ailments. * * * Anti-Flu * * * In Anti-Flu you obtain the good results * * * It assists nature to cure first internally. * * * to conquer congestion. The good effects of Anti-Flu are not confined wholly to diseases and congestion of the pulmonary organs. It is very beneficial in inflammation and congestion in any part of the body, * * * muscular rheumatism. * * * etc., * * * For piles and local skin affections * * * chilblains, etc., it gives quick relief. Directions. First Aid to Spanish Influenza. Since few persons know how to properly nurse a patient, it is wise to send for a doctor, one who is not in the habit of giving strong drugs. Should complications arise your doctor should detect them and meet them in the early stages. Anti-Flu is not intended to replace the doctor, but rather to assist him and will not interfere with any other treatment he may feel it his duty to use, whether he belongs to the drug or drugless School of Healing. First. Give oil or some laxative to move the bowels and stimulate the liver, which is usually congested. Second, give light diet, or, better still, a short fast, only taking water and fruit juices. Nature needs all the vitality it can command in this crisis; do not use up this vitality just now in the work of digesting one mouthful more food than is absolutely necessary. Third, open the windows, not allow-

ing the draft to strike the patient. To fill every cell in the lungs with fresh air laden with pure oxygen is more important at this time than all the medicines ever invented. Induce the patient to spend much time in breathing deeply. Fourth, have the patient prespire freely for 10 to 25 minutes, depending on vitality. For this purpose I use a sheet wrung out of lukewarm water for a strong, robust patient; for weak patients use warm water. Put an oil-cloth under them; roll them up in the wet sheet, place seven hot water bottles or bricks at their sides and feet; give a drink of hot ginger tea or lemonade; cover well; be sure they sweat well. Failure to get reaction will be injurious and may prove fatal, so make no mistakes here. If very weak before the treatment is commenced, wring out heavy towels in water as hot as can be borne and place them over chest and back. After they prespire freely, wash lightly with warm water and dry well. Fifth, as soon as dry after perspiring, rub Anti-Flu well into the skin, over the sides, sides and back between the shoulder blades. Rub until the skin is red, then put on a thick coating and cover with hot dry flannel cloth doubled. Arrange the night clothes and bedding so as to form a funnel from the chest to the mouth and nose, so that the vapors may be inhaled freely. * * * Renew Anti-Flu every hour for six hours, then every four hours until the congestion is broken, then every six hours until the patient is convalescent, then night and morning until well. Use Anti-Flu freely. To hope to break up a pronounced case of flu or Pneumonia with a few applications is foolish; especially through convalescence should it be used freely, since at this time the lungs are endeavoring to get rid of a mass of puss and blood cells by resolution. Should this process be delayed abscesses may form and tuberculosis follow. Use towels wrung out of hot water for five minutes before each application of Anti-Flu, * * * For Babies and tender skin omit the hot applications and use with half lard or vaseline. Pneumonia is treated in the same way as Flu. Great care should be taken in making the patient perspire. Wrapping the patient in wet sheets will give a slight chill. This is desirable, provided the reaction is speedy, the patient becoming warm in five minutes and perspiration commencing in from 15 to 30 minutes. Failure to procure this reaction is fatal, so it is all important that there be sufficient hot water bottles or bricks and that they be hot, with plenty of cover. When the patient is very low and in a decidedly weakened condition before treatment is commenced, omit the wet sheet, using the towels wrung out of hot water placed on a dry towel over the chest, side, or sides and back, until perspiration commences, then dry and use Anti-Flu as for flu. * * * Anti-Flu * * * For Coughs, Deep Colds, Bronchitis, Pleurisy, La Grippe: Apply Anti-Flu well over the chest and throat after opening the pores with the hot applications as above; cover with warm flannel. Dissolve a piece in the mouth about the size of a pea and swallow slowly. If severe, follow the same directions as in Flu. * * * Tonsilitis, Sore Throat and Hoarseness: Use as directed for coughs and colds. Whooping Cough, Asthma and Hay Fever: Use as for coughs and colds and rub well over the hips and spinal column to relieve the nervous tension. Dissolve a little in the mouth and swallow slowly. Melt some in a spoon and inhale the vapors; renew frequently, leaving cover loose so as to inhale the vapors. Head and Throat Catarrh, * * * Etc.: * * * with the finger push a little Anti-Flu up into the nostrils. * * * Piles that are not chronic are relieved rapidly. * * * Rheumatism, Stiff Joints, Sprains, Muscular Soreness: Use cloths wrung out of boiling water and apply as hot as can be borne. Keep this up 15 minutes; then use Anti-Flu freely. Rub well in. Rubbing the parts is very beneficial in itself, but with this treatment you get results much quicker and they are more lasting. Repeat the hot applications and treatment every hour until relieved. Anti-Flu * * * a large percentage of chronics are suffering from medication rather than from disease. * * * Anti-Flu is a step in the right direction. The Cause and Prevention of the Flu and Pneumonia (By Dr. Vernon). These diseases are made possible by the accumulation of excessive waste products in the body. The mass of accumulated filth attracts the Scavenger's Germs, which may be the Secondary cause of many diseases. The Name of the disease will be determined by Where the principal amount of this refuse matter is congested and what Germs you may be exposed to at the time. The reason that what we call Filth diseases (Colds, Pneumonia, Flu, Chicken Pox, Small Pox and many others), are more prevalent in late winter and early spring, is due to the food we eat during the cold season. Nearly all of the food we eat in the winter months is devoid of Mineral Salts, which are indis-

pensable to the blood, in Nature's effort to eliminate the waste products of the body. The White flour is robbed of these products by the miller, the vegetables are largely robbed of them by the cook, the fruits that contain them are out of season to a great extent. The only way to Counteract this condition is to eat Whole flour, bake your potatoes, and boil your vegetables down so there will be No drainage water left to carry away the Mineral Salts your system craves. Eat all the fresh leafy vegetables possible and keep the bowels regular and the pores of the skin Open. Persons over 40 should use a lighter diet with more citrus fruit than younger persons. The excessive heat (fever) attending the Flu is due to Nature's effort to burn out the accumulated filth. Do not Break the fever; regulate it; keep it below 103. This is best done by sponging the chest and arms with cool water. In stubborn cases a cold wet towel wrapped around the trunk of the body, and one folded at the nap of the neck. Never use ice, and do not lower the fever too rapidly. When it comes down to 102 cease using the cold towels and sponging. Rest, fasting and proper Nursing are All important essentials, with plenty of Pure Fresh Air when nature is House Cleaning, which is the case in all these filth diseases attended with fever. To prevent the Flu as well as any of these other fever diseases, eliminate the filth before Nature is forced to resort to Fever in order to Burn it out. This is best done by sweating in a cold pack. Vapor baths are good, but not so good as the wet sheet pack. This is done by placing an oil cloth or rubber sheet on the bed, having seven hot bricks or water bottles to place at feet and sides. Roll up in a sheet wrung out of cool water, lie down between the bricks and be covered well with the bedding from two or three beds, well tucked in so as to keep all the heat in; perspiration will start in from 20 to 60 minutes, perspire freely for from 15 to 30 minutes after it starts. Take a warm bath and lie down between warm blankets for half an hour. It is well to take a cool spray after the bath. This prevents catching cold after the perspiring. Follow the above suggestions in diet, and take these packs once a week from December 1st to May, and occasionally throughout the year, and you need not fear any of these filth diseases; neither will you need any Filthy blood Polluting puss administered to you in the way of vaccine or other inoculations. This Superstitious, Heathenish practice of vaccination kills more people and makes more invalids than do all the diseases for which they are administered. Preventing The Flu This is done by removing the accumulation from the body that makes it possible, regulate the diet, as suggested above, do not overeat, keep the bowels free and active, use Two of the above mentioned wet sheet packs a week, rub a little of Dr. Vernon's Anti-Flu on the lips and in the nostrils after each meal when exposed to flu germs. (This is deadly to Flu germs.) Dissolve a little in the mouth and throat. Keep this up 30 days until the packs have eliminated the filth that attract the germs and then you need not fear them. Go to some good Chiropractor and have him examine the nerves that supply the Throat, Lungs and Chest. If those nerves are not perfectly free from undue pressure, have them put in Normal condition. Nature's Dynamo cannot do her work properly if the Wires are Shorted. The Chiropractor is the only Human Electrician to trust this repair work to that I know of. In my early practice, I, like most other practitioners, was Prejudiced. I thought the Chiropractor was a Humbug. Just another case of Ignorance. I know nothing of him only from hearsay. When many wonderful results from this new science were brought to my notice, I decided it was well to investigate. I did, with the result that now I often recommend patients to go to a Chiropractor. I do not believe they have a Cure All method as some of them would lead us to believe, and I have as little use for a Narrow Chiropractor as I have for a narrow practitioner of any other school, but I do say they are the Only Reliable repair men when the Human wiring (nerves) are shorted or partially severed. And I find many ailments are traceable to this cause that I was unable to account for before investigating this new science. Any person who will follow the above advice for 30 days and still contracts the Flu, is eligible to the \$100 reward that is waiting in the bank for them. * * * Anti-Flu * * * It is indispensable in treating Croup; it is of equal value for * * * Pneumonia as it is in the treatment of Flu. Guarantee * * * Specific or Anti-Flu * * * Purest, Best and Most Reliable Treatment * * * my own personal formula and treatment, used in my private practice, without the loss of a single case. When used as directed, this treatment will Absolutely Prevent Flu or Pneumonia or you will get the \$100 as per contract. Should you contract these diseases, you will find this treatment to be the best obtain-

able for them as well as for Croup, * * * Sore Throat, Tonsilitis, Etc., giving quick relief in Whooping Cough, Asthma and Hay Fever. Should You Not Find this the Best Treatment you ever used for the above, bring it back. * * * Our Anti-Flu Substitute * * * looks and smells like our Specific. * * * But If You Do Not Find It To Be As Good As Any Other Treatment On The Market except our Specific, send it back. * * * Contract The undersigned, having deposited \$100.00 with the first National Bank of Trinidad, Colorado as Reward Money, with instructions that it be given to the first person who may contract the Flu or Pneumonia after having faithfully followed the instructions as set forth in Dr. Vernon's Leaflet, 'The Cause and Prevention of the Flu,' for at least 30 days prior to such contraction, together with full compliance with this contract. Lips and nostrils must be moistened with a little of Dr. Vernon's Anti-Flu and a small amount dissolved in the mouth and throat after each meal. The rules of diet set forth in the leaflet must be followed. Eight of the wet packs must have been taken as directed and at least 3 days apart. This is to eliminate the poison from the body that makes the Flu possible. At least one Chiropractic Adjustment a week for 4 weeks must have been taken. This will free any impinged nerves and assist Nature to functionate properly, eliminating the waste products as they appear. Spend ten minutes each day in deep breathing exercises. To protect us from crooks and to let us know you are following directions, this contract must have been properly signed 30 days prior to taking the Flu or Pneumonia and must be delivered to this office, by mail or otherwise, at least 25 days prior to such contraction. * * * Signed Vernon Laboratories."

On March 1, 1932, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture.*

19466. Misbranding of Viavi liquid and Viavi liquid and cerate. U. S. v. 10 Packages of Viavi Liquid and Cerate, et al. Default decree of condemnation, forfeiture, and destruction. (F. & D. Nos. 27709, 27710. I. S. No. 31933. S. No. 5550.)

The drug products herein described consisted of two lots of Viavi liquid and one lot of Viavi liquid and cerate, the latter being a combination consisting of a bottle of the liquid and a box of ointment. The labeling of the products contained statements representing that they possessed curative and therapeutic properties which, in fact, they did not possess.

On February 4, 1932, the United States attorney for the District of Colorado, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for the district aforesaid a libel praying seizure and condemnation of 10 packages of Viavi liquid and cerate, quarter course, 22 packages of Viavi liquid, quarter course, and 11 packages of Viavi liquid course, remaining in the original packages at Denver, Colo., consigned by the Viavi Co., San Francisco, Calif., alleging that the articles had been shipped in interstate commerce from San Francisco, Calif., into the State of Colorado, in part on or about August 8, 1931, and in part on or about October 13, 1931, and charging misbranding in violation of the food and drugs act as amended.

Analyses of samples of Viavi liquid and Viavi liquid and cerate by this department showed that Viavi liquid consisted essentially of glycerin, extracts of plant drugs including hydrastis, and water; and that the Viavi liquid and cerate consisted of a bottle of the liquid (composition as stated above) and a box of ointment consisting essentially of tannin, berberine, and a trace of hydrastine in a base of theobroma oil and a petroleum product.

It was alleged in the libel that the articles were misbranded in that the following statements on the labels, regarding the curative or therapeutic effects of said articles, were false and fraudulent: (Bottle label of Viavi liquid) "For Catarrhal Conditions of Nose, Throat, and Bronchia * * * For Catarrhal and Inflammatory Conditions of the Stomach, Bowels, Kidneys, Bladder, Urethra;" (tin label of Viavi cerate) "Always rub toward the heart, in severe inflammation treat the parts with compresses."

On May 19, 1932, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the products be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture.*